

Objectives of the Website

The ultimate goal of this website is to serve as a platform to grow awareness of the supplements brand with potential customers. The website will educate users about the company's products and the story behind the brand. Because it is a company that it has officially launched, we want to create a sense of excitement and curiosity amongst potential users. We want future clients to be engaged and attracted by the website to subscribe for the information coming up.

What information should it convey?

The website should convey the company's basic information by communicating the company's primary purpose; in this case, Suplementta is a company that sells supplements. The website will have simple communication via text, slogan, logo, and pictures of the products. Because of the need for clarity for potential clients and because the products are being released until July 2022, the information on the website will be kept concise.

To whom?

The website is designed for potential clients interested in the company's products.

Why?

We want users to be attracted to the website and capture their information so we can reach back to them. This way, we can increase sales, web traffic, and conversion rates, but more importantly, raise brand awareness.